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For: Earth Friendly Products

FOR IMMEDIATE RELEASE

CREATING A GREENERATION

- Earth Friendly Products supports Grades of Green educating children on environmental sustainability -

GARDEN GROVE, Calif. – Earth Friendly Products is proud to be sponsoring Grades of Green, a non-profit organization committed to teaching children ways they can improve the environment. Grades of Green has five tiers of helpful ways for children to be engaged in eco-friendly habits and sustainable living.

The Green Shake: An educational route to greening the environment, kids are encouraged to brainstorm creative and innovative solutions for the planet and share their ideas with their peers and school community.

Trash Redux: Brings awareness to children on “zero waste” and brings them to a better understanding of consumption, recycling, reusing and composting.

Walk the Walk: This initiative teaches children how to reduce harmful emissions in the air. It reinforces the easy ways to lower air pollutants by walking or riding their bike more often and increasing fitness.

R3 Project: Pertaining to chemical, water, electricity and paper reduction in the environment, this initiative brings the community together.

Operation Greeneration: A global outreach that utilizes the tools the kids have learned in school and communities on a national and international level.

Kelly Vlahakis-Hanks, Vice President of Earth Friendly Products is excited about Grades of Green. “What they’re doing for these kids is great. Implementing an environmentally

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conservative attitude at such a young age will help the good habits stick, and that's something we really believe in."

Those interested in more information on Earth Friendly Products should visit www.ecos.com. To make a donation to Grades of Green, visit www.gradesofgreen.org.

About Earth Friendly Products

Earth Friendly Products is the leader in the development and production of environmentally friendly cleaning supplies for household and commercial use with over 150 products manufactured, distributed, and sold in the USA, Canada, Europe, South America and Asia. All Earth Friendly Products are created with only replenishable and sustainable plant-based ingredients that are safe for people, pets and the planet. The company proudly adheres to its strict "Freedom Code," a list of harmful and toxic ingredients that are not found in any of its products. Earth Friendly Products has proudly received the 2010 GEELA Award for Sustainable Business Practices, the 2009 Green Patriot™ Green 100™ Designation and the Champion level recognition from the US EPA through the Design for the Environment (DfE) Program's Safer Detergents Stewardship Initiative.

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EDITOR'S NOTE: For more information about Earth Friendly Products, or to speak with Vice President Kelly Vlahakis-Hanks, please contact Nancy Trent or Pamela Wadler at (212) 966-0024.